






# The Experiment Canvas

Experiment Name:

Canvas by:

On:  
Iteration #:

<p><b>In Order To</b> </p> <p><i>State the hypothesized valuable outcome here</i></p>	<p><b>We Will Build</b> </p> <p><i>State the experiment here</i></p>	<p><b>That Will</b> </p> <p><i>State the key capabilities / actions here</i></p>
<p><b>And Be a Success If</b></p> <p><i>State the success criteria</i></p>	<p><b>Or Fail If</b> </p> <p><i>State the failure criteria</i></p>	<p><b>While Keeping in Mind</b> </p> <p><i>State the key assumptions and risks here</i></p>

The Experiment Canvas is a lean innovation tool. It allows you to articulate an experiment, the hypothesis it will test along with success & failure criteria.

